

In the Claims

1. (Currently Amended) A method of operating a telephony service on a telephony network, the method comprising:

establishing a ~~telephonic~~ connection between a caller and a call recipient via a network device during a call process, wherein the call process includes at least one of a group consisting of a call dial phase, a call set-up phase, a logical association phase, and a call connect phase;

receiving a command signal on [[a]] the network device during the at least one of the call dial phase, call set-up phase, logical association phase, and call connect phase of a call set-up phase in the call process; and

initiating a transaction between the caller and the call recipient, as applied to the call set up information, in response to receiving the command signal, the transaction being other than a standard call connection transaction,

wherein the command signal is transmitted from telephone equipment a communication device of either the caller or call recipient, and

wherein the command signal is [[being]] other than a standard call connect or disconnect command.

2. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the received command signal overrides [[the]] a conventional billing protocol of [[a]] the telephony network supporting the telephony service.

3. (Currently Amended) A method of operating a telephony service according to claim 1, wherein ~~initiating a service to the caller or the call recipient comprises initiating a transaction between the caller and the call recipient the command signal transmitted from the communication device comprises transmitting the command signal associated with activating a single dedicated key on a keypad of the communication device.~~

4. (Previously Presented) A method of operating a telephony service according to claim 1, further comprising transmitting a prompt indicating a request to provide the command signal.

5. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the transaction is automatically initiated in response to at least one criteria.
6. (Previously Presented) A method of operating a telephony service according to claim 5, wherein at least one criteria is an attribute associated with the caller or call recipient.
7. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is issued by the caller prior to the call connect ~~command phase~~.
8. (Previously Presented) A method of operating a telephony service according to claim 7, wherein the command signal is appended to a dialed telephone number.
9. (Currently Amended) A method of operating a telephony service according to claim 1, wherein [[the]] initiating the transaction between the caller and call recipient comprises initiating a transmission of a data signal, wherein the data signal is associated with [[the]] an activation of at least one key of a telephone the communication device.
10. (Currently Amended) A method of operating a telephony service according to claim 9, ~~wherein comprising a plurality of keys [[are]] associated with a plurality of transactions, [[and]] wherein each of the plurality of keys is associated with a single transaction from among the plurality of transactions.~~
11. (Currently Amended) A method of operating a telephony service according to claim 10, wherein the plurality of keys comprise at least one of a “\*” key [[is]] associated with telephony and billing functions, a “0” key [[is]] associated with interactive network operator and information services access, and a “#” key [[is]] associated with commercial banking transactions between the caller and the call recipient.
12. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of a dedicated key, transmits the command signal.
13. (Previously Presented) A method of operating a telephony service according to claim 12, wherein the dedicated key is selected from a group comprising a “@” symbol, a color coded key, a programmable key, a menu item, and a button.

14. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of a biometric trigger, transmits the command signal.
15. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the command signal comprises an audio tone transmitted from a mobile telephone.
16. (Previously Presented) A method of operating a telephony service according to claim 1, further comprising automatically associating a function indicated by the command signal with the caller as identified by a telephone number of the caller.
17. (Previously Presented) A method of operating a telephony service according to claim 16, wherein the telephone number of the caller is derived from a caller line identity (CLI).
18. (Previously Presented) A method of operating a telephony service according to claim 1, further comprising automatically associating the transaction with the command signal based on the call recipient.
19. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is transmitted from the telephone equipment communication device of the caller by operation of one individual key on said telephone equipment communication device.